

Marketing Study Guide

1. What are two of the most important goals for a newly founded company?
2. What does gaining “market share?”
3. Why is marketing so important to the success or failure of a product?
4. What does marketing research do?
5. Explain target marketing:
6. What happens during the Product Strategy stage of the marketing mix?
7. What happens during the Place Strategy of the marketing mix?
8. What happens during the Price Strategy of the marketing mix?
9. What happens during the Promotion Strategy of the marketing mix?
10. Name the 4 phases of the product life cycle: